



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/02 thru 03/08

(prices in dollars per carton)

Fri. Mar 02, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		23.0% of 17,000 stores				34.3% of 17,000 stores				38.4% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			410	1.15			880	1.25	30	1.69	370	0.69
	White 18 pack			160	1.96			500	2.50			230	1.40
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.00	370	0.94	10	0.89	270	0.96	330	0.94	1,890	0.76
SPECIALTY	White 18 pack			150	1.79			270	1.87			1,110	0.99
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	110	3.59	500	3.47			340	3.40	380	4.00	630	4.13
	OMEGA-3												
LARGE	White 12 pack			1,090	2.34	120	2.50	410	2.27	140	2.99	2,410	2.09
	Brown 12 pack	210	2.50	220	2.46	210	2.79	210	2.79			450	2.52
	CAGE-FREE												
	White 12 pack							140	3.79				
	Brown 12 pack			810	2.60			1,090	2.54			1,890	2.09

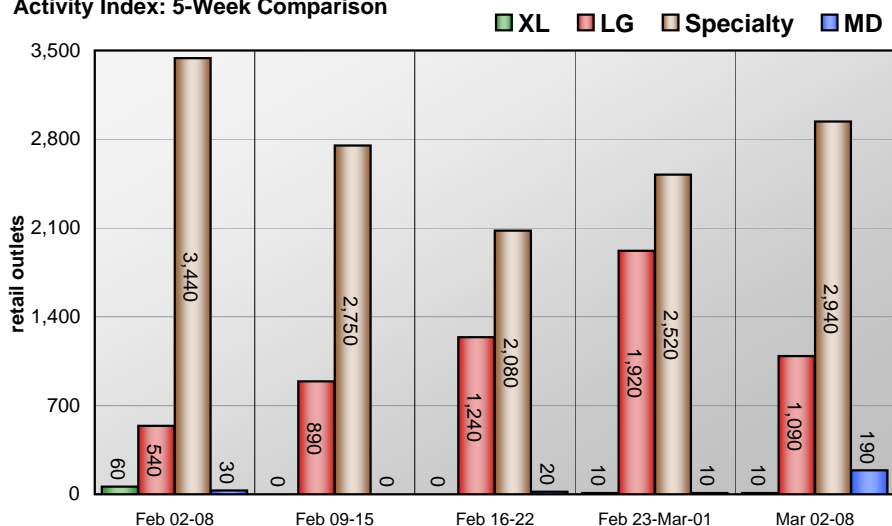
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,100	1,930	3,960	Large Eggs on
Specialty	2,940	2,520	5,900	Feb-26-2007
Total (includes MD)	4,230	4,460	10,050	474.2
Special Rate 4/:	7.3%	14.7%	3.0%	unchanged

5/: 1,000's of 30-doz cases

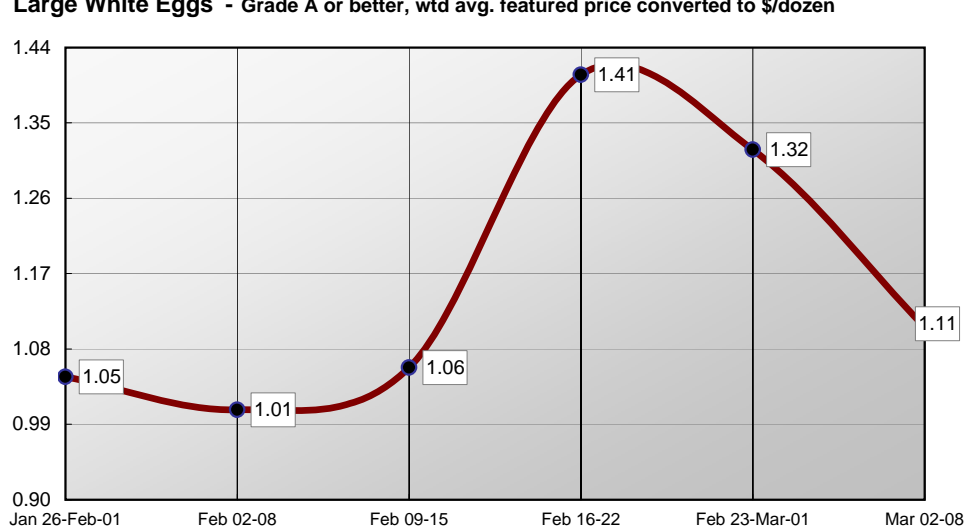
## SHELL EGG and EGG PRODUCTS FEATURING

The frequency of regular shell egg promotions continues at a lesser pace than both the previous week and the same week last year. The average price of Large white eggs, Grade A or better, to consumers from sampled outlets declined this ad cycle. While Medium eggs are starting to show up, Extra Large egg ads are still very sporadic. Specialty shell eggs are higher than last week, but about 50% less than this time a year ago. Omega-3 white eggs are in the top spot with most activity in the Northeast and Midwest regions. Liquid egg products are 18% lower than last week. 32 oz. cartons dropped significantly, however remaining egg products increased. Most ads are centered in the Northeast region.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		46.5% of 3,900 sampled outlets Activity Index = 1,550 (includes Medium)						10.1% of 4,700 sampled outlets Activity Index = 630 (includes Medium)						35.7% of 2,800 sampled outlets Activity Index = 1,150 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19												
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	1.00	10	1.00	0.99	130	0.99				0.99	40	0.99				0.88 - 0.99	200	0.89
	White 18 pack				1.79	130	1.79				1.78 - 1.79	20	1.78						
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.99 110 0.99			White 12 pack			0.50 - 0.59 40 0.57		
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.59	110	3.59	3.49 - 3.99	200	3.67										2.99 - 3.99	140	3.91
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				2.29 - 2.89	500	2.43				2.04	10	2.04				1.50 - 3.00	530	2.28
	Brown 12 pack	2.50	140	2.50	2.50	140	2.50	2.50	70	2.50	2.50	70	2.50						
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	180	2.62				2.50	310	2.50				1.99 - 3.07	240	2.93
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		10.1% of 2,700 sampled outlets Activity Index = 460 (includes Medium)						10.8% of 1,900 sampled outlets Activity Index = 250 (includes Medium)						17.9% of 1,000 sampled outlets Activity Index = 190 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.25	300	1.16				0.99 - 1.19	50	1.13				0.99 - 1.25	50	1.09
	White 18 pack				1.99	10	1.99				1.69 - 1.99	150	1.95						
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack																		
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.69	30	0.69	White 12 pack			0.68	10	0.68	White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	80	2.99				2.99	40	2.99				2.19 - 2.99	40	2.39
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				2.04 - 2.50	40	2.21										2.19	10	2.19
	Brown 12 pack																1.69	10	1.69
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																1.99	80	1.99

Note: See page 1 for explanatory notes.



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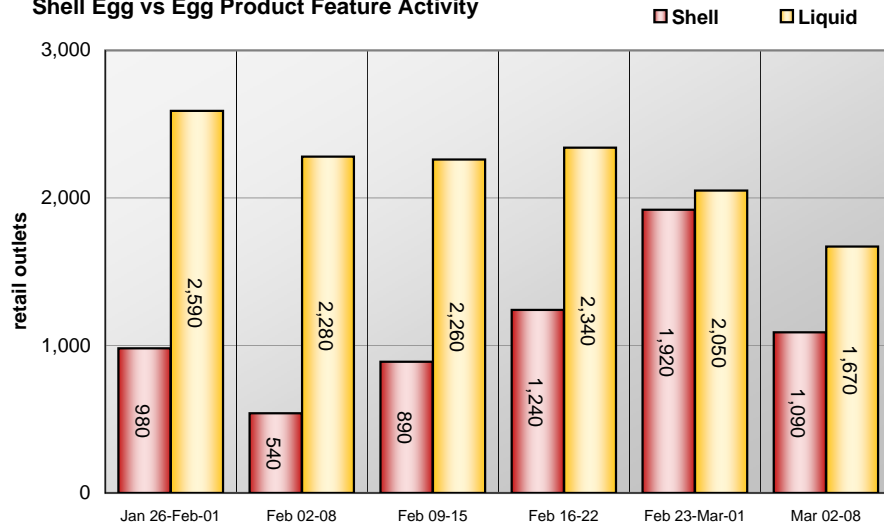
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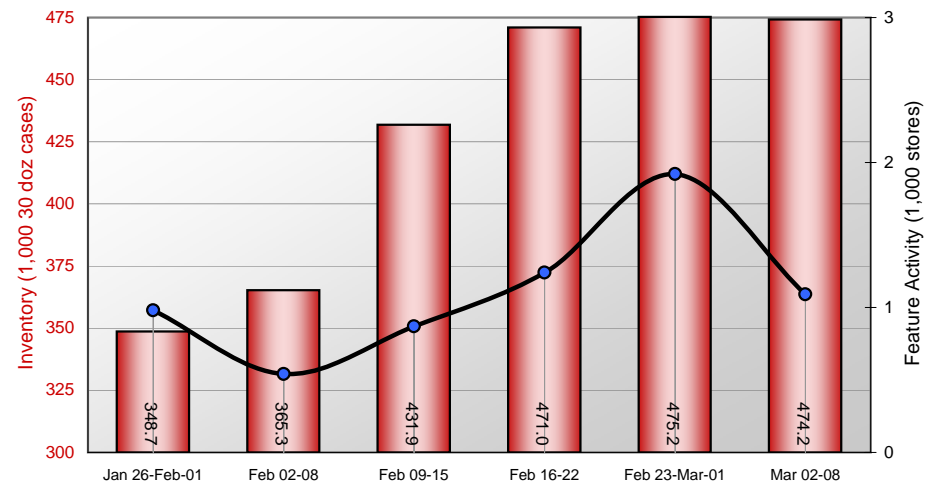
Fri. Mar 02, 2007

EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.6%	11.9%	20.8% of 3,900 sampled	4.1% of 4,700 sampled	10.4% of 2,800 sampled	1.7% of 2,700 sampled	6.7% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,670	2,050	Activity Index = 1,000	Activity Index = 190	Activity Index = 280	Activity Index = 70	Activity Index = 130	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	900 2.47	490 2.16	1.99 - 2.99 790 2.54		1.79 - 2.50 90 1.89	2.50 20 2.50		
32 oz. carton	330 3.20	1,200 3.44		2.98 190 2.98		3.50 10 3.50	3.50 130 3.50	
3 - 4 oz. cups	370 2.11	360 2.06	2.50 140 2.50		1.87 190 1.87	1.87 40 1.87		
2 - 8 oz. cups	70 2.66		2.50 - 2.99 70 2.66					

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.